



*Built-in Beauty  
for Homes  
Old & New*

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CCA

Built-in Beauty<sup>®</sup>  
for Homes Old and New





*Design No. 1.* What a cozy retreat! Here breakfast is always a delightful meal, and what a time saver to start the day right. A design of the above character is in excellent taste. Blueprints and plans are available at fifty cents per set.

# *Built-in Beauty for Homes Old and New*

BY MARY SAMSON HARMS



HEN Elizabeth wrote last month asking me to visit her in her new home, I accepted by the next mail, and although I was eager to see Elizabeth again, I will have to admit that I was equally as eager to see her home. I'm not usually so curious about other people's possessions, but I had heard so much about Elizabeth's house that I think my curiosity was excusable.

Doris had seen the house and pronounced it "exquisite." Jean told me it was the "most perfect house of its size she had even seen or imagined." Alice and Ralph stopped to see Elizabeth on their return from the East this summer, and they have been praising Elizabeth's house ever since. In fact, everyone who had seen the house seemed to find it ideal in every respect.

I had always known that Elizabeth was clever and I had expected her house to be charming. However, she had written me of their plans when they were building and I knew just how much their house and furnishings had cost, and the combined sum was very small to produce the results she evidently had obtained to cause all her friends to sing the praises of this one house above all others. For heretofore I had noticed a disposition in these same people to delight in showing their knowledge of architecture and home decoration by suggesting countless changes they would make in every home with which they came in contact.

The moment I stepped into Elizabeth's home, however, I came under the same spell that had charmed the others who had had the good fortune to visit there. If houses can be said to have personalities, this house certainly had a pleasing one, and the better you became acquainted with it, the more



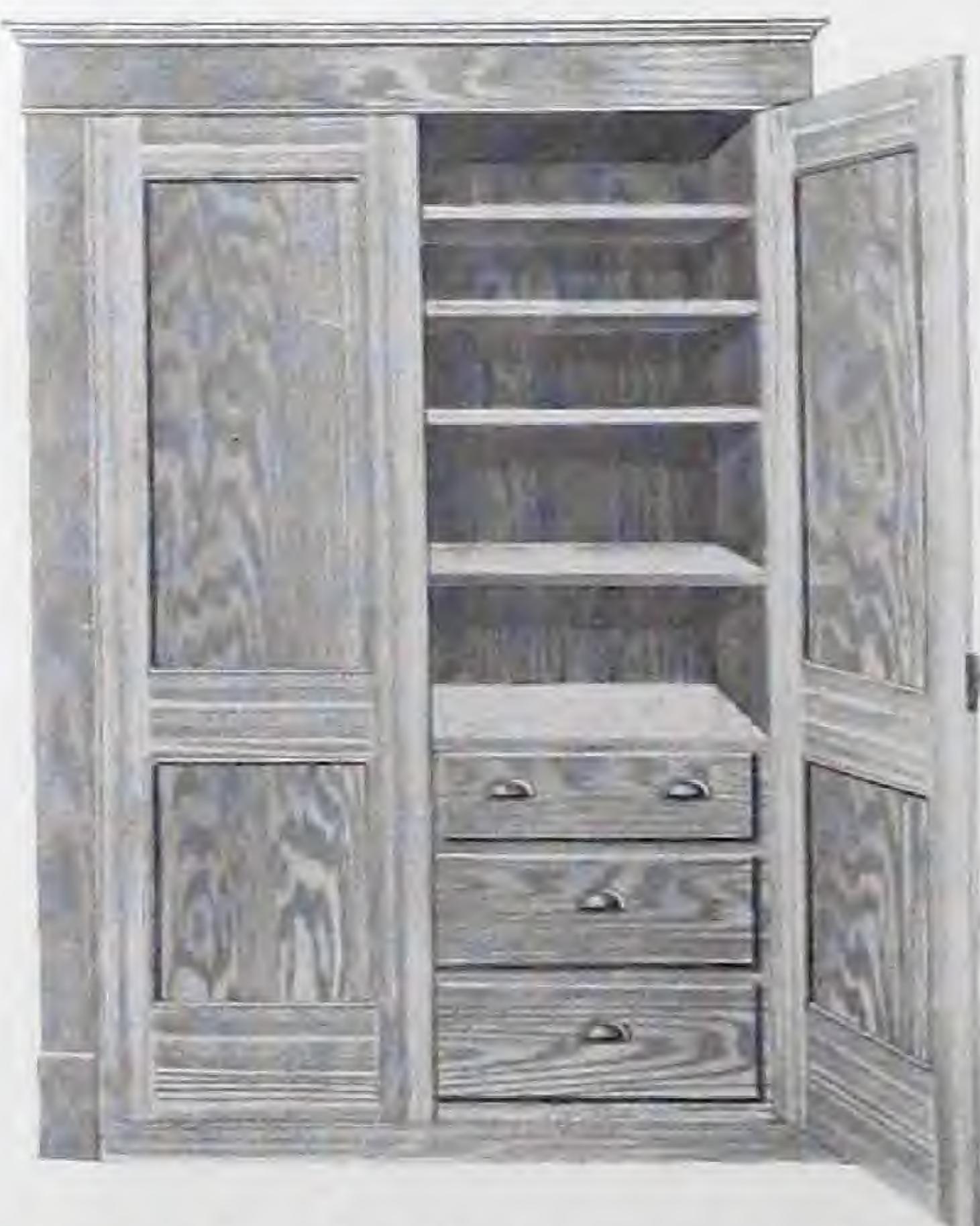
you appreciated its friendly, orderly beauty.

"How could even you get so much individuality and charm in every detail of this house for the price you said you paid for it?", I finally demanded after we had made a complete tour of the house, shortly after leaving my baggage in the guest room.

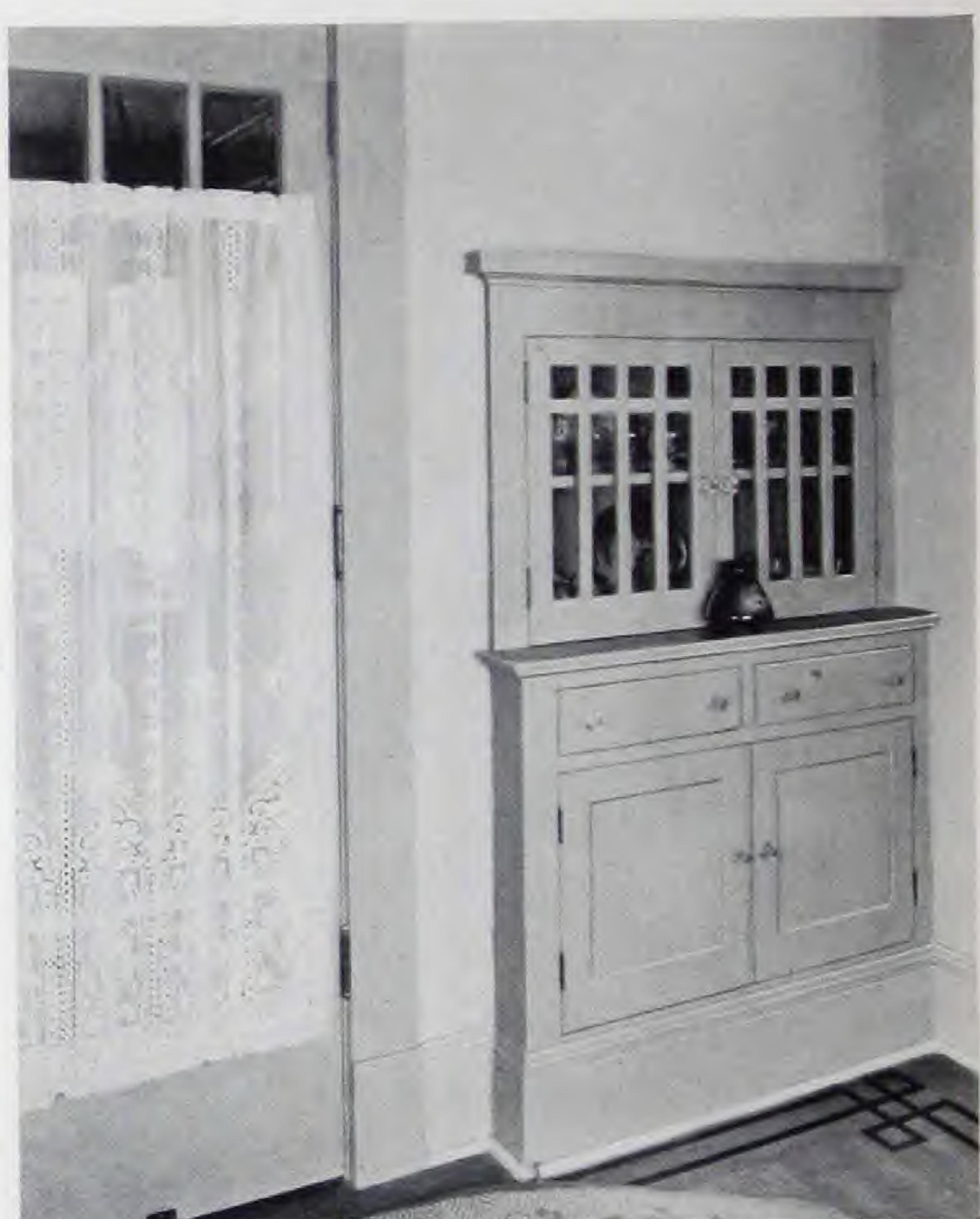
"I'll have to tell you the one beauty secret of the whole house," Elizabeth confided, "if you haven't already discovered it. Instead of buying the staggering amount of furniture that we looked at and thought we would have to

buy, when we first planned to build, we simply had half the necessary furniture built right in the house—and we've been congratulating ourselves ever since. For it was not only cheaper than buying the same furniture, but everything harmonizes, and as you say, it is more individual. And we have more real conveniences in our built-in things than we could have had from a carload of other furniture."

We were sitting in the living room as we talked, and as I looked around at the pleasing harmony of this room, I realized



*Design No. 3.* Here's a practical linen closet. The shelves and two lower drawers of this closet run full width so all linen can lie flat without being folded. This design sets into the wall. Blueprints and plans available at fifty cents per set.



*Design No. 2.* Beauty and service are well expressed in this neat little china closet. The housewife with planned built-in furniture conserves much space and does away with the necessity for much expensive furniture. Write for blueprints and plans of the above design. Fifty cents per set.



*Design No. 4.* The colonnade provides a distinct and most artistic line of demarcation between rooms. It affords a very artistic effect and both rooms appear to far better advantage. Blueprints and plans of this colonnade are available at fifty cents per set.

that the attractive woodwork, built-in bookcases, fireplace seats, and woodcut over the mantel, were largely responsible for the pleasing atmosphere of the room. Here was a room that was something more than just four walls! I wish I could describe the feeling of pleasure that I had in just being able to sit there and fully appreciate the beauty of the place.

"You don't need to plan to do any entertaining for me," I said to Elizabeth. "Your books look so





*Design No. 5.* Most of us like a real fireplace and a bookcase nearby. They best suit our ideas when planned in advance as part of the room, built-in for permanency. Send fifty cents for complete blueprints and plans of either fireplace, mantel or bookcase.

inviting growing right out of the wall like that, and I feel as if I could be perfectly happy to spend months sitting near that fireplace, just relaxing and enjoying myself."

But the living room was not the only room in the house that was delightful, due to its built-in beauty. In the dining room, a lovely built-in china cabinet showed off every pretty dish to the best advantage, and had ample room underneath behind closed doors for the more ordinary dishes needed every day. The buffet was built in too—and such a buffet. Large enough to accommodate all the linen, silver, etc., that any housekeeper could want, it still had none

of that appearance of bulkiness that large buffets so often have when placed in a small home.

"What kind of wood is this?" I asked, as I admired the beautiful finish of the doors, windows, built-in furniture and other woodwork.

"We used Southern Pine all over the house," said Elizabeth, "not only for all the woodwork, but also for the floors. The carpenter told me one day when I was watching him work, that he was so glad we had selected Southern Pine because it was so easy to work with—soft, easy to saw, didn't split, and



*Design No. 6.* Hunting and fishing equipment are out of the way and free from dust in this case. The bench too, is a delightful feature of the den. Complete blueprints and plans available at fifty cents per set.



*Design No. 7.* This artistic and practical buffet will delight any housewife. Blueprints and plans available at fifty cents per set.

made such smooth joints. You can see too how perfectly it takes any finish, this mahogany stain, the ivory enamel in the bed room, the green in the breakfast room, and the white in the kitchen. I had seen this same wood fin-

ished in walnut, oak, gray and so many other attractive ways that I had a hard time deciding just which kind of a trim to have."

"You certainly made a good choice," I said. "The woodwork is perfect all over the house. Every piece of wood in those window frames, doors, and even the baseboards, is exquisite. Your stairway is built on such simple lines too, and yet the wood in it makes it so beautiful that I have been sitting here thinking that it looked like the creation of an artist placed there beside the hallway just to beautify that space."

All of Elizabeth's house pleased me, but her master bed room really made me envious until I learned that it was possible for me to have some of the things it contained, built in my own house with very little trouble or expense. The most unusual piece of built-in furniture she had was a lovely big dressing table over which hung a large mirror. The effect was that of an exceptionally commodious vanity with several nests of drawers.



*Design No. 8.* Right in the wall is this "in-a-cabinet" ironing board. Simply open the door, lower the board, take out your iron from the lower compartment and all is ready. Note the absence of cumbersome supports. Send fifty cents for blueprints and plans.

Off this bed room was a dressing room with one whole wall given over to a wardrobe closet. Here was a large space where dresses, suits, and coats hung uncrowded. Underneath this was a long shoe rack and above a spacious shelf for hats. A folding ironing board occupied a very small compartment. The whole wardrobe was shut off with large doors, so that until these were opened no one would dream how much closet space it provided. I told Elizabeth I was going to have one of these built in my own dressing room, and she said the carpenter told her a great many people were having such conveniences built in the older homes.

"There is no use having your things all crowded together and spoiled when built-in conveniences can give you so much storage room," said Elizabeth. She opened a door in the hall and showed me an orderly array of blankets, boxes, etc.,



*Design No. 9.* A cozy fireplace and plenty of books—that's what many home lovers desire in the living room. The above design shows how bookcases can be made a part of the room itself, adding to its beauty and attractiveness. Easily built with Southern Pine from the blueprints and plans available at fifty cents per set.

neatly stored away. Farther down the hall was a little closet for towels, etc., which had another opening in the bath room just at the side of the built-in medicine cabinet.

"I'm not through building even yet," said Elizabeth. "Some day when Sonny is older I'm going to finish up the attic into a play room for him. I want some shelves, bookcases, etc., built in there under the eaves so it will have a comfortable, homey look. Built-in furniture adds so much to a child's room."





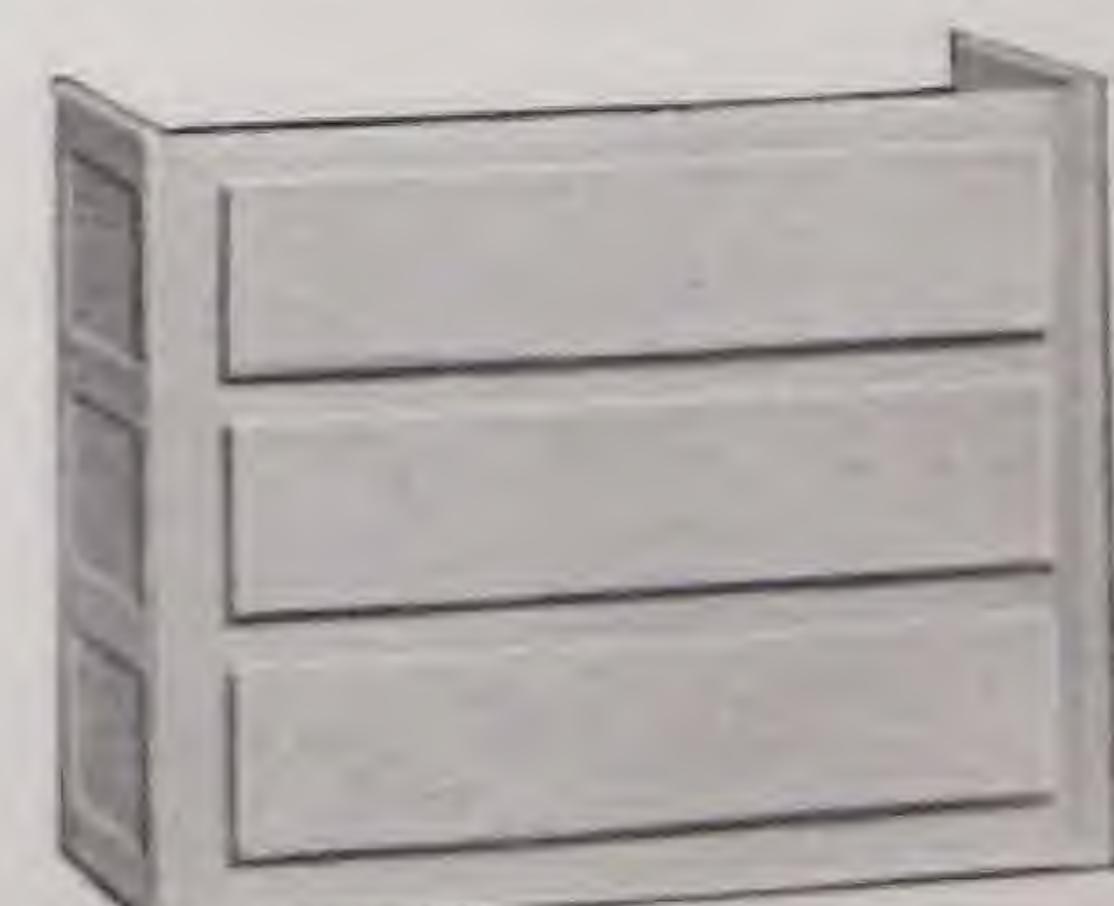
*Design No. 10.* "We must have a breakfast nook," is the expression of most home builders these days. Many times each day the nook plays its part in providing comfort and saving time. Southern Pine makes building a nook easy. Use the blueprints and plans available at fifty cents per set.

cost of fixing up the whole room wasn't as much as one piece of furniture would have been, and that everyone remarked about how quaint and effective it was for a little girl's room.

You can imagine from the convenience and beauty of the rest of the house what Elizabeth's kitchen was. Without a doubt, it was my ideal kitchen—complete, convenient, spotless, delightful. Of course,

Hazel had a darling nursery fixed up for her little girl out of the plainest kind of a small spare bed room. She had a miniature dressing table put in across one corner of the room—just a mirror hung over several shelves which were covered with a dainty flowered chintz.

A small wardrobe closet was built low so that Betty could hang up her own little dresses. Hazel said that the



*Design No. 11.* This kitchen cabinet bin provides another kitchen convenience.

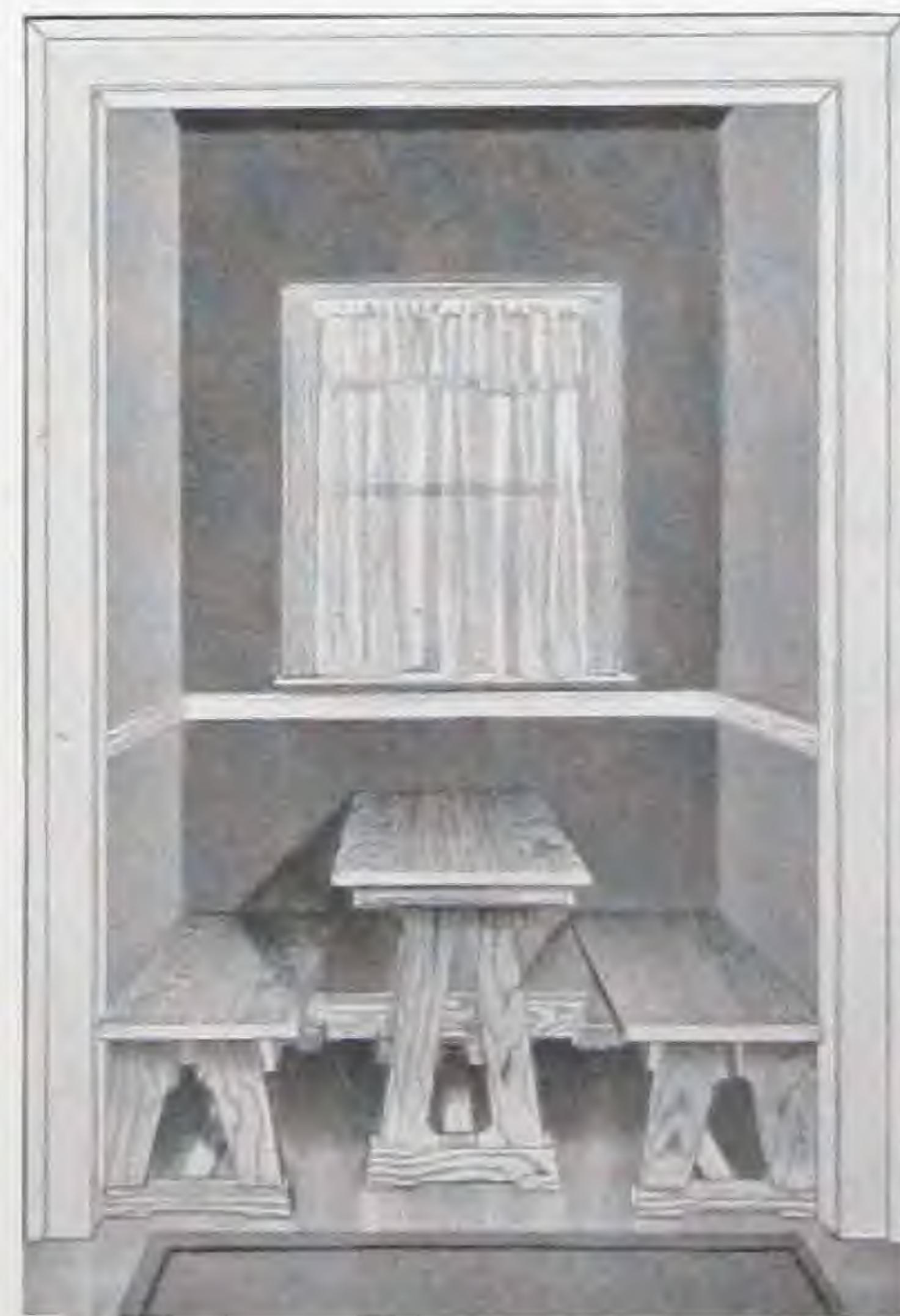
everything was built in, the cabinet on one side of the sink and windows, a huge cupboard on the other side, an ironing board in a neat little corner space, a broom closet near the cellar door, and a drop table which could be shut up against the wall when not in use.

"You must devote all of your time to keeping this spotless white woodwork so immaculate," I exclaimed to Elizabeth. "Pleasant as it is out here I'm afraid I should hate to risk spoiling this beauty by the preparation of mere food."

"This is the easiest kitchen to do things in, and it takes the least care of any I've ever known," said Elizabeth. "I did consider having the woodwork done in apple green like the breakfast room, for I was afraid the white would soil easily, but it really doesn't. The painter told me I might just as well have white enamel if I wanted it, as this Southern Pine takes enamel so beautifully that it does not discolor, and it does seem to shed the dirt miraculously."

"You can't imagine how much enjoyment I have had planning every little detail like this for the house, and seeing how well my ideals could be expressed in wood. And it is so nice when you and other friends really seem to appreciate the results. The most sincere compliment to the place, I think, is that so many of our friends have had furniture built in their homes just as we have it here.

"One of the men at the office told us that until he saw our house he didn't realize what was the matter with his upstairs living room. He said it had been built with four bare walls and that no matter what kind of furniture his wife put in that room, it still seemed bare, so that as a last measure they had moved so much furniture into the room that it was too crowded. He said seeing our home gave them the inspiration to have bookcases built in all



*Design No. 12. Another clever breakfast nook set. Complete blueprints and plans available at fifty cents.*



*Design No. 13.* One glance and you can readily see what delight and satisfaction this bedroom dressing table gives. Compact, but plenty of room for all items. Southern Pine is an ideal wood for this built-in feature. Use plans and blueprints available at fifty cents per set.

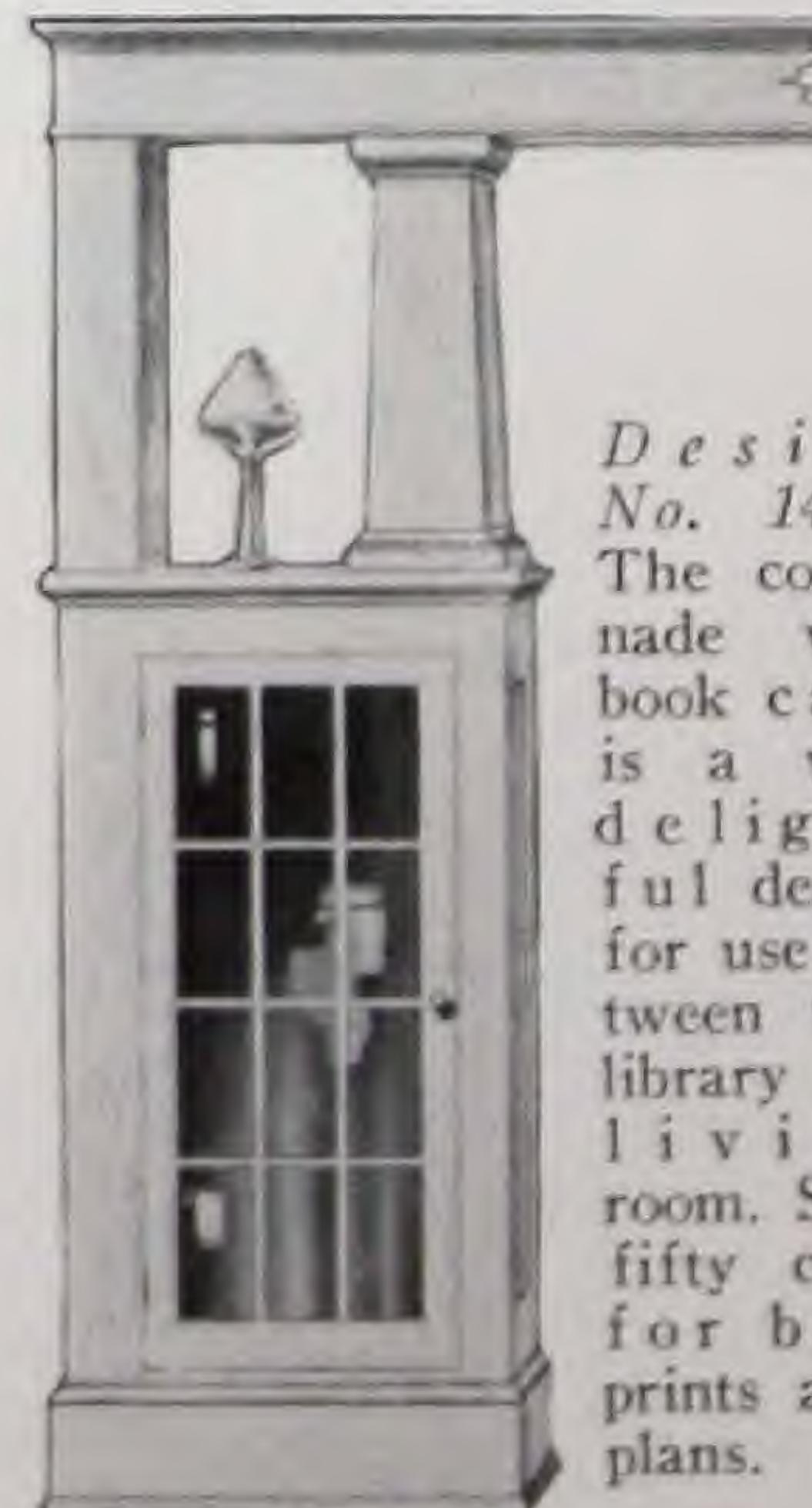
along one wall, and that this one change gave the room the effect they wanted with just half the furniture they had used before.

"You would be surprised," Elizabeth added, "at the amount of built-in things Helen has in her tiny bungalow. She has a drop table and benches in a small breakfast room, and a number of folding conveniences, which she planned to economize on the small space she had. And having her bookcases, a buffet, and wardrobe closet built in, as well as a number of kitchen conveniences, gives her more room and keeps her house from being crowded with too much furniture."

"It is encouraging to me," I said, "to hear that it isn't necessary to build a new house to get these built-in conveniences. I think my new china closet that I've been planning to get is going to be of the built-in variety. Then I will not only have a new piece of furniture, but I will have added so much to the interest of the dining room itself."

\* \* \* \* \*

"Yes, I've been to Elizabeth's, and I've joined the throng of enthusiastic admirers of Elizabeth's delightful house."



*Design No. 14 —*  
The colonnade with book case is a very delightful design for use between the library and living room. Send fifty cents for blue prints and plans.



*Design No. 15.* Here's a bedroom, small, but complete in every respect. Note how the built-in features add to its beauty and utility. Southern Pine used throughout. Blueprints and plans available at fifty cents per set.

## Southern Pine for Interior Trim



Southern Pine makes an ideal interior finish wood because of its striking grain and beautiful texture, which make it particularly suited to use in fine joinery and high varnish finish.

Southern Pine does not "fuzz up" or show "knife marks" in the planing mill process, therefore it requires less labor and expensive hand scraping to secure smooth, satinlike surfaces.



*Design No. 16.* Like the built-in sideboard, the china cabinet serves the needs of utility and attractiveness in the dining room. This cabinet lends charm and good taste to any dining room. Built of Southern Pine. Send fifty cents for complete blueprints and plans.

mous quantities are used in the finest homes and public buildings, and this material has so firmly established itself as the equal of the best hardwoods for interiors that the question of quality no longer is a consideration. Southern Pine has a varied and beautiful grain and lends itself perfectly to natural finish, while an endless variety of effects are possible with the use of stains.

There is practically no color or tone effect in perfect, permanent interior finish that can not be obtained with the use of high grade Southern Pine, properly treated.

It is bright and attractive in color, and its general beauty and utility are surpassed by no other wood, not even the most expensive hardwoods. A minimum of material and labor is required to obtain the finest effects, and it holds its finish better than most woods. It lends itself readily to any artistic treatment or design and may be given any standard wood finish, taking stains, varnishes, hard oil and paint perfectly. The Southern Pine designed for use in interior finish is lumber of uniformly high quality, and gives maximum service at exceptionally moderate cost. Enormous quantities are used in the finest homes and public buildings, and this material has so firmly established itself as the equal of the best hardwoods for interiors that the question of quality no longer is a consideration. Southern Pine has a varied and beautiful grain and lends itself perfectly to natural finish, while an endless variety of effects are possible with the use of stains.



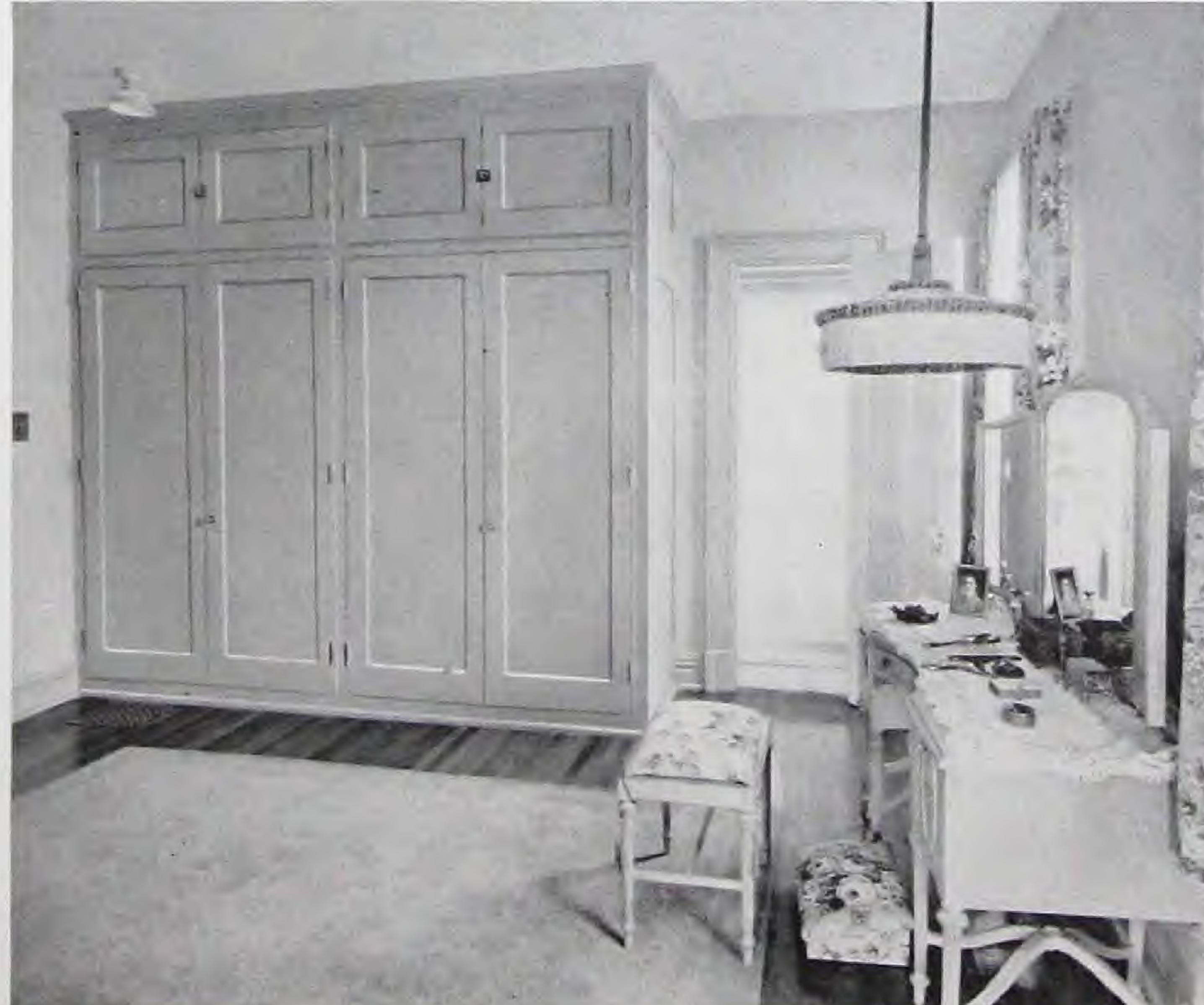
*Design No. 17.* There is always need for a single wardrobe of this size. Shelf and hanging rod inside. Economically constructed of Southern Pine. Blueprints and plans available at fifty cents per set.

## Suggestions for Finishing Southern Pine

The following recommendations regarding the finishing of Southern Pine are made by a prominent paint manufacturer:

"The first thing to consider in the finishing of Southern Pine used for interior trim, is the system of finishing employing stains and varnishes, because this type of finishing is used to a greater degree than any other. The first step in this method of finishing is the preparation of the wood. Before any stain is applied, the wood should be dry, clean and sanded to a smooth surface, the first coat consisting of stain is then applied.

"The selection of type and color of stain to be used on Southern Pine is a most important feature. Generally speaking, there are three types of stains on the market. One type of stain is particularly adapted to the finishing of one type of wood where the effect produced with this stain on another type of wood, would be most unsatisfactory. These stains are classified by type as follows: Spirit stains (commonly known as penetrating stains), oil stains and acid stains (sometimes called water stains). The first two types of stains, namely, spirit stains and oil stains, will produce very beautiful effects on



*Design No. 18.* Here is a wardrobe built-in after the house was finished. Note how well it fits into the bedroom. Send fifty cents for blueprints and plans.



*Design No. 19.* Wouldn't you like to have as much space as this wardrobe provides? It can be built-in easily, in both old and new homes. The above design is all Southern Pine. Send fifty cents for blueprints and plans.

Southern Pine. Oil stains are particularly designed for use on the so-called soft woods.

"On the other hand, it is most difficult to secure a satisfactory effect on Southern Pine with acid stains, on account of the fact that this type of stain having a large percentage of water present in its composition, tends to raise the grain of the wood and warp the wood just the same as water will do. However, this same type of stain on



mahogany will produce the most beautiful effects which it is possible to secure on that type of wood.

"Many of the architects throughout the country who have used acid stains with highly satisfactory results on certain woods, will many times specify this type of stain for finishing Southern Pine. Sometimes the painting contractor will explain the impracticability of using acid stains in this case. Other times the painting contractor will follow the specifications with unsatisfactory results.

"After the stain has been applied to the interior trim,



*Design No. 21.* Wearing apparel is always in order when kept in this handy wardrobe. The above was built economically of Southern Pine. You can do the same by using blueprints and plans available at fifty cents per set.



*Design No. 20.* This cabinet can be built in any home. It provides ample shelf space and meets the modern requirements of service and utility in the kitchen. Send fifty cents for blueprints and plans.

and same has been allowed to dry overnight, a thin coat of shellac may be applied. Where an oil stain is used, varnish may be applied directly over the stain, thinning the varnish in the proportion of one pint of turpentine to the gallon of varnish. Stains of the spirit type require a coat of shellac for sealing purposes, since spirit stains many times seriously affect the drying qualities of oil varnish where same is applied directly over the stain.

"The second coat, whether it be shellac or varnish, is lightly sanded when dry, and a third coat, consisting of interior finishing varnish, is applied. On cheaper types of

work the finish is allowed to stand 'in the gloss,' but for better types of work another coat of varnish is applied. Sometimes a varnish is used which dries with a finish which closely approximates a dull rubbed effect. If a genuine rubbed effect is desired, the same type of varnish is used for the final coat as was used for the previous coat. This is permitted to harden thoroughly, and then is rubbed to a dull finish with powdered pumice stone and water, or oil.

"Frequently a waxed finish is used on Southern Pine. The procedure is just the same as that prescribed for the varnish finish up to the third coat, namely, a coat of stain and a coat of shellac is applied. The third coat consists of prepared wax applied with a soft cloth, and then rubbed briskly to a polish with a brush of the stiffness of a shoe brush. If desired, a second coat of prepared wax can be applied following the same procedure. By briskly rubbing the wax to a polished finish, the wax is incidentally hardened.

"The third method of finishing Southern Pine is one which is also quite popular, namely, the enamel finish. On Southern Pine the following procedure is recommended:

First, be sure that the wood is perfectly dry, clean from all dirt and sanded smooth. The first coat should consist of a high grade enamel undercoater thinned with pure linseed oil in the proportion of one pint of oil to one gallon of undercoater. A second and third coat, consisting of enamel undercoater applied in the consistency supplied by the manufacturer should be applied, allowing sufficient time for drying between coats. The first and second coats should be sanded smooth with No. 0 sandpaper. The



*Design No. 22.* The combination kitchen cabinet and work table is the pride of every housewife who has one. Southern Pine is ideal for all built-in purposes because it is beautiful, durable and stays in place. Send fifty cents for blueprints and plans of the above design.





*Design No. 23.* Who wouldn't be proud of the attractive kitchen shown above. No kitchen is complete today without its built-in cabinets, work tables and special features. Southern Pine makes it possible because this wood is beautiful, durable and economical. Send fifty cents for complete blueprints and plans of above cabinet.

third or last undercoat should be sanded smooth with No. 0000 sandpaper. The fourth coat should be the first enamel coat of a high grade long-oil enamel. The first enamel coat should be thinned in the proportion of one pint of pure turpentine to one gallon of enamel. The fifth coat of enamel should be applied in the consistency supplied by the manufacturer, as soon as the fourth coat will permit.

The painting contractor should be particularly careful to watch the condition of the first enamel coat because if too much time is per-

mitted between coats, the fourth coat becomes hard and will have to be 'mossed' (the gloss will have to be rubbed down).

"There are certain places where a less expensive enamel finish may be desired. For this type of finish we recommend applying a first coat, as above described, followed by a second coat consisting of thin white shellac, a third coat, consisting of enamel undercoater in the consistency supplied by the manufacturer, and a fourth coat consisting of a good grade of varnish enamel. For this type of finish, it will not be necessary to sand the undercoats before applying subsequent coats."



*Design No. 24.* This kitchenette design certainly is compact, yet it affords plenty of room in drawers and shelves. Blueprints and plans available at fifty cents per set.

## Southern Pine Flooring



Despite the fact that Southern Pine is a comparatively low priced wood, it is not in any sense a "makeshift" or "cheap" substitute for the hardwoods commonly used in the past for high class floors. The better grades of Southern Pine edge-grain (or quarter-sawed) flooring, as manufactured today, not only have all the good qualities of the higher priced hardwoods, but in some respects are distinctly superior to them. The lower cost of Southern Pine flooring, as compared to other woods suited to such use, is due to the fact that Southern

Pine is very plentiful, not that it is in any way inferior.

Southern Pine flooring has an exceptionally handsome, even grain, a compact, velvety texture, and a pleasing natural color. If a darker color is desired, this material properly treated, takes and holds stains perfectly, so that it is possible to obtain any shade or tone suited to taste or requirements.

Because of the close, compact grain of Southern Pine it makes a smoother floor, more easily finished, than do some hardwoods in common use. Furthermore, this close even grain presents a sur-

face that  
r e s i s t s  
wear as  
effectually  
as any  
hardwood and will withstand  
decay longer than any other  
wood used for flooring.

Southern Pine flooring, unlike much other flooring material, has comparatively few short lengths. This feature, combined with its superior workability, makes it exceptionally easy to work and lay. Southern Pine flooring is as perfectly manufactured as any more expensive material and comes in standard sizes.

Southern Pine flooring is manufactured from carefully



*Design No. 25.* You always can find the broom and mop when this built-in broom closet is part of your kitchen. Send fifty cents for complete blueprints and plans of this closet. Easily built of Southern Pine.



*Design No. 26.* A world of room, yet this beautiful and attractive sideboard can be built-in with economy. Housewives highly prize these built-in sideboards because they save time and space. Built entirely of Southern Pine. Send fifty cents for blueprints and plans.

selected kiln-dried stock, is stored in dry sheds, shipped in closed cars, and handled with the utmost care to prevent the absorption of moisture. The user, in his turn, should give this material the same careful treatment until the floor is laid and ready for service.

Southern Pine flooring may be had in two distinct forms, one known as edge-grain, the other as flat-grain. The edge-grain (also known as comb-grained, rift-sawed and quarter-sawed) is so cut that the edge of the grain is presented as a wearing surface, as in quarter-sawed oak. Flat-grained Southern Pine flooring, when cut from the same quality of logs, may be equally as hard as edge-grained,

(also known as comb-grained, rift-sawed and quarter-sawed) is so cut that the edge of the grain is presented as a wearing surface, as in quarter-sawed oak. Flat-grained Southern Pine flooring, when cut from the same quality of logs, may be equally as hard as edge-grained, but is less durable. Flat-grained Southern Pine costs less than edge-grained, and is particularly suited for use in rooms that are carpeted or are not frequently subjected to moisture. Edge-grained Southern Pine floors have come to be recognized by the best authorities as the equal in every way of the more expensive hardwoods, and this material is now being specified by architects everywhere for use in many of the finest homes, as well as for apartment houses, ballrooms, assembly halls, offices and the most important public buildings. The government has used millions of feet of this flooring in departmental buildings and other structures where the service requirements were exceptional. In the United States



*Design No. 28.* The medicine cabinet is now an accepted feature of the bathroom. Built-in is the best way. Southern Pine is best for this purpose because of durability and ease of working.



*Design No. 27.* The built-in cabinet shown above is ideally suited to the nursery. Here baby's things can be kept in order. Blueprints and plans available at fifty cents per set.



*Design No. 29.* The above wardrobe and ironing board will appeal to any housewife. Built entirely of Southern Pine. Write for complete blue prints and plans. Fifty cents per set.

Navy edge-grained Southern Pine flooring has proved superior to any other available material for battleship decking. Because edge-grained Southern Pine floors can easily be given a beautiful finish, are not injured by wettings of periodical cleanings, and are possessed of such stubborn wearing qualities, they are esteemed perfect floors where unusually severe usage is given large areas.



## Southern Pine—Trade-Marked and Grade-Marked

Better Southern Pine Lumber is being produced today in Southern Pine Association mills than ever before. Virgin trees of the finest quality are being cut. Sawmills and planing mills are equipped with the newest improved machinery. Methods of manufacturing, seasoning, grading and handling are far superior to the processes of earlier days.

At Southern Pine Association mills every piece of lumber is inspected by men who classify it as to grade. They are governed by grading rules that have been perfected in accordance with American Lumber Standards. The work of these graders is subject to frequent inspection by other experts employed by the Southern Pine Association.

You want to build a home. You want lumber that has had all this superior manufacturing care—that has stood the test of these inspections. You want to be positively assured that the grades you specify go into your home.

At lumber yards east of the Rocky Mountains you can get Southern Pine for any building need. You will know it by its Trade-mark. You can judge it by its Grade-mark. Back of that Trade-mark and that Grade-mark is the Southern Pine Association whose member mills are thus identifying their product.

### *Southern Pine Association*

NEW ORLEANS, LA.

Ask your retail lumberman for Trade-Marked, Grade-Marked Southern Pine—the lumber with a pedigree.

NOTE: All orders for Blue Prints and Plans should be sent to Southern Pine Association, New Orleans, Louisiana

Popular Finishes  
in  
Southern Pine Interior Trim



## Popular Finishes in Southern Pine Interior Trim

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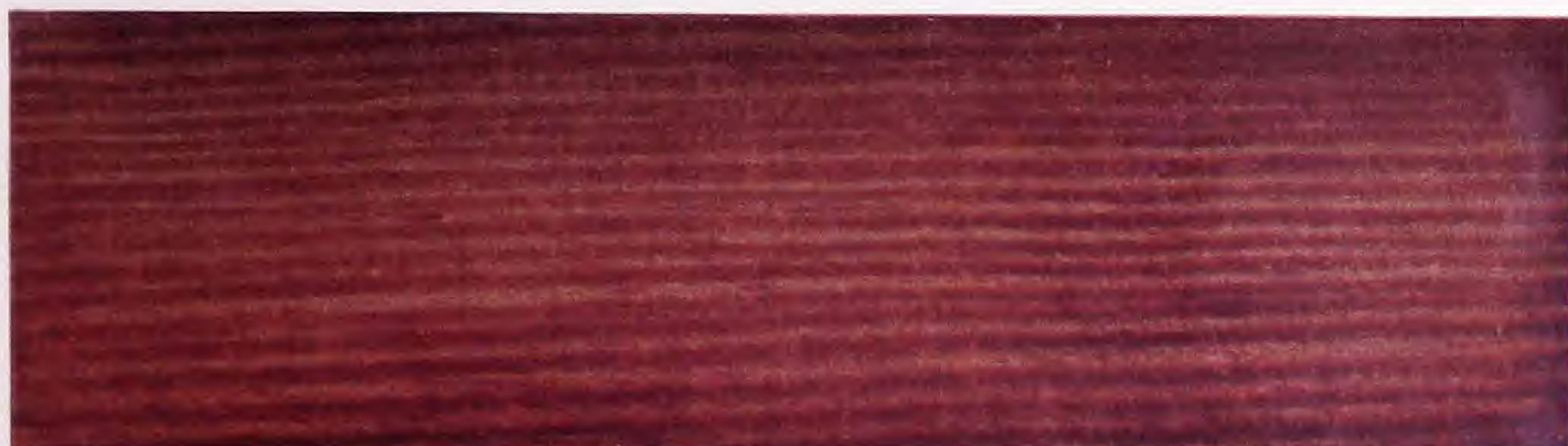


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For specific directions as to how any of these finishes may be obtained, address  
Southern Pine Association, New Orleans, La.

## Popular Finishes in Southern Pine Interior Trim

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